PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Marty Maitino - Los Angeles DATE: May 16, 1985

FROM: Jim Thompson

SUBJECT:

I reviewed the material you sent me covering the International Food and Merhcandise Expo scheduled for July 19 and 20 in Pasadena.

There is no interest on our part in taking an ad in either of the advertising books: Resource Book Advertising or Coupon and Recipe Book Advertising. I checked to see if we are exhibitors, but we are not and no discretionary dollars are available -- they are committed to events where we do exhibit.

If I can give you additional information, please let me know.

JLT/mcf

cc: C. Beck

2040935099

Source: https://www.industrydocuments.ucsf.edu/docs/kkyn0004